

# Regional Manager (museums and heritage)

## South

Fixed term contract 12 months (with possible extension)

## Job description and person specification

Deadline for applications: 10am Monday 19 May

Interviews will take place: Week commencing Monday 26 May

Please see the Application Form for information about how to apply, and contact us on 020 7367 0810 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in an alternative format.

### The Audience Agency

The Audience Agency is the national organisation supporting cultural organisations to understand and grow their audiences. It has developed from a merger between established cultural agencies All About Audiences and Audiences London, with offices in London and Manchester and staff working across England.

The Audience Agency provides advice, intelligence and ideas for cultural organisations planning to increase and engage audiences. The Audience Agency is working with arts, museums, heritage and other cultural organisations across England, to offer practical support and an unrivalled body of audience intelligence [www.theaudienceagency.org](http://www.theaudienceagency.org).



## Scope of role

To develop relationships and deliver The Audience Agency services to museums and heritage clients in London and across the South of England, in particular to engage museums in Visitor Finder, the ACE funded audience insight programme for museums. With a view to establishing The Audience Agency as a valued and trusted provider of audience development support to the museums and heritage sector.

## Visitor Finder

The Audience Agency was recently successful in an application to Arts Council England to fund Visitor Finder, a nationwide visitor insight programme for the museums sector. Visitor Finder builds on, and is integrated with our larger audience insight programme Audience Finder, which is also funded by ACE. Visitor Finder involves clusters of museums across the country working together to collect, share and apply visitor data.

# Job description

## Visitor Finder

To work closely with museums in the region and the Visitor/Audience Finder team to deliver a programme which uses the framework and processes already established for Audience Finder; provides tangible benefits to participating museums; and provides a platform for museums to join the wider Audience Finder programme.

Specifically:

- To encourage clusters of museums to sign up to Visitor Finder through personal contacts, networks and other channels
- To facilitate these clusters to take part in the programme
- Work with each cluster to identify their strategic priorities
- Liaise with the Visitor Finder research team to devise appropriate research questions based on each group's priorities
- To oversee and support the primary research
- To support the museums to understand and use their research findings through adding context (from Audience Finder and other relevant data) and recommendations to their research reports

- To devise a programme of support and guidance to help museums make the most of their research, including workshops and surgeries
- To liaise with relevant partners and other programme contributors
- To encourage and enable the participating museums to join a relevant Audience Finder cluster in their region

### The Audience Agency services

Co-ordinating with the relevant Regional Director, and working closely with other colleagues (in particular research and engagement)

- To promote The Audience Agency and its services to museums and heritage organisations in the region
- To deliver research, consultancy, training, facilitation and other services as required to museum and heritage clients in the region

### Representation and external liaison

- To contribute relevant content to The Audience Agency's events programme including training, surgeries and conference presentations
- To represent the company externally to clients, strategic partners, funders and policy makers in connection with Visitor Finder as required
- To contribute to external events, as a speaker at conferences etc. or by aiding colleagues

### Resources and communications

- To provide relevant content and resources for The Audience Agency website, newsletter and other communication channels

### Monitoring and reporting

- To devise, monitor and keep within budgets, following the company's financial procedures
- To prepare reports for funders, stakeholders and The Audience Agency leadership and Board as requested

### The Audience Agency as a Learning Organisation

- To take an active part in all team planning, learning and training
- To contribute to developing a cross functional collaborative style of working

- To undertake external training and learning as required
- To be aware of and act within the guidelines laid out in The Audience Agency Equal Opportunities and Diversity policies
- To be aware of The Audience Agency's values and to conduct business with clients in their spirit

## Additional job details

### Progress Monitoring

In accordance with standard business practice this role is subject to the successful completion of a three month probationary period. During this period we will review with you your on-going performance and suitability for the post.

### Salary

The post is offered initially on a fixed term twelve month contract at an annual salary between £32.3K and £34.7K inclusive of London weighting or home working allowance. It is hoped that the post could become permanent at the end of this period but this cannot be guaranteed.

### Hours

Normal working hours for full time employees are 35 per week, or 7 hours a day which can be worked flexibly in agreement with the your line manager. Core office hours are between 10.00am - 6.00pm daily. For full-time staff the normal working day includes one hour for lunch (unpaid). The Audience Agency will try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect work effectiveness.

### Holiday

The leave entitlement is 25 days per annum. Public/Bank holidays are in addition to this personal leave entitlement.

### Location

The post may work in our London office at London Bridge or be home-based. It will require frequent travel within London and across the South, plus occasional travel to our Manchester office and further afield.

## Pension

Access to a Stakeholder pension scheme will be made available following completion of the probationary period. Currently The Audience Agency makes no employer contributions to any pension scheme.

# Person specification

E = Essential

D = Desirable

## Experience

- E Three years' experience of working in/with museums, in particular in the areas of audience development, marketing and communications, or interpreting visitor research
- E Experience of at least one of the following:
  - Providing advice and consultancy
  - Devising and delivering training
  - Facilitation of groups
- D Organising events
- D Project management

## Knowledge

- E Thorough understanding of the needs and challenges of museums of differing scales and types
- E Well-developed understanding of the principles and practice of audience development
- E Understanding of research principles

## Skills

- E Excellent verbal and written communication skills
- E Ability to understand and communicate research findings in a clear and actionable way
- E Ability to actively listen, interpret and respond to client needs
- E Able to set own goals and manage multiple tasks
- E Basic financial management

## Personal qualities

- E Well-connected and respected within the region
- E Collaborative, supportive and solution focused style of working
- E Well organised self-starter, comfortable working on your own initiative
- E Comfortable working in cross disciplinary matrix style, respecting and using the skills and experiences of colleagues of various disciplines

We are particularly interested to hear from candidates who can envisage a longer term relationship with the Audience Agency beyond the initial contracted twelve months.